EYEFUL

Glorifying the American Girl

APRIL I

25¢ 1949

BEDROOM MANNERS

Page 20

HOW STRIPPERS ARE HIRED

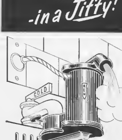
Page 24

Running HOT WATER -in a Jiffy! from any COLD WATER FAUCET

For every kitchen need

For quick shaving

A No. 1 beauty aid



Seems too good to be true until you see hot water running continuously from any cold water sink faucet! With the revolutionary new KEM INSTANT HOT WATER HEATER you get hot water — from lukewarm to real hot right when you want it!

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Also praised by many editors and columnists all over U.S.A.

Simple Directions Guaranteed Harmless

The "Complete Weight Reducer," a wonderful new book, has just published these marvelous reducing revelations. No matter how overweight you may be from non-glandular dysfunctions these measures will help slim you considerably in a few short weeks. Just follow the simple directions on general reducing and spot reducing on abdomen, double chin, hips, neck, thighs, arms, legs, etc., at once and your reducing pounds and inches of excess fat will go down, down, down until you soon feel like a different person, with new pep and popularity.

Send No Money Examine It FREE

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City State

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Now the men have changed towards me, and I am popular with the girls too. No longer embarrassed, I command attention everywhere.

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ONLY 98¢

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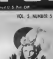
APRIL, 1949 VOL 5 NUMBER 5



A COVER girl if we ever saw one! Lovely June Raymond, golden tressed model from the West Coast, is a photographer's dream. She is five-feet-seven inches tall, has a 34 inch bust, 24 inch waist, and 35 inch hips. Can you blame us for putting this curver girl on the cover?

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"My broken-out face was making me the lonesomest fellow in the world, until this skin doctor's formula gave me the clearer skin I wanted — in just one short week."

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IT DOESN'T PAY to put up with a broken-out face Your very success in business, love and social life may depend upon your looks Nobody likes to look at a face that is blemished by blackheads or pimples WOMEN ARE ATTRACTED TO MEN WHO HAVE SMOOTH CLEAR, HEALTHY LOOKING SKIN Business executives don t choose men whose complexions are against them And it's just plain foolish to take chances with your happiness and success in life when the Viderm formula can do so much to give you the clearer blemish-free face you want

Good-looking Skin Is Not for Women Only

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Don't murder your skin by squeezing it Skin is delicate When you break it you leave yourself open to miseries It's far easier, far safer to let the Double Viderm Treatment help you enjoy a handsome, clearer, blemish free complexion

Squeezing pimples or blackheads to get rid of them is a nasty messy business—but that isn't the worst of it Doing so may also be injurious and leave your face with unsightly embarrassing blemishes There is now, a much easier, safer, cleaner way to help you rid your face of ugly offensive externally-caused skin troubles *You merely follow a doctor's simple directions*

Don't murder your skin! Here's all you have to do to get it smoother and clearer and to keep it that way Use Viderm Skin Cleanser when you wash your face Rub the rich lather of this highly-concentrated medicated soap on your face for just a few seconds and then rinse it off Then apply a little Viderm Medicated Skin Cream and that's all there is to it Viderm Medicated Skin Cream quickly disappears leaving your skin nice and smooth This simple treatment used after shaving, helps heal tiny nicks and cuts, relieves razor-burn and smarting, besides conditioning your skin

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Stop worrying and being embarrassed over what may happen to your skin Just send for your Viderm Double Treatment this minute and be confident of a smoother and clearer complexion Follow the simple directions written by a doctor that you will get with your Viderm Double Treatment Then look in your mirror and listen to your friends admire your smoother clearer skin—the kind that women go for

Just mail your name and address to The New York Skin Laboratory 206 Division Street Dept 14 New York City 2 N Y By return mail you will receive both of the Viderm formulas, complete with full directions and mailed in a plain wrapper On delivery, pay two dollars plus postage If you wish you can save the postage fee by mailing the two dollars with your letter Then if you aren't thrilled with results your money will be cheerfully refunded Remember that both of the formulas you use have been fully tested and proven and are reliable for you *If they don't help you, your treatments cost you nothing* After you have received your Viderm if you have any questions to ask concerning abused skin, just send them in

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1 2 3 4 5 6 7 8 9

NAME ....

NO. and STREET ....

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WHAT'S COMIN' OFF HERE?

A redhead and a hot clarinet take off and really go to town!

Winnie Garrett starts her act with a slow smile, and a fast zip!

THE art of removing slinky clothes slowly and glamorously, to insinuating, heady music, gets a shot in the arm when beautiful red head Winnie Garrett throws caution — and garments — to the winds, and peels to the sensuous, undisciplined accompaniment of really low down boogie woogie. Winnie holds audiences enthralled, dropping bits of lace and alluring smiles before lucky fans.

Strut on down, Baby! Rollo, han' me down my walkin' cane — my glasses are foggin' up!

Meet Winnie Garrett Queen of the Peelers

Hang on to your paper hats, fans! Winnie and the brass section are comin' down the main strip!

Winnie's the winner! Oscar, reserve a ringside table for every night!

TWO TOO LOVELY

Vivacious and curvaceous are the words for Greta Stark, striking young model and showgirl, whose smile and rounded curves combine to make her a girl to dream about.

Chilly? It must be the weather—not the gal! Everything's warm about redheaded Dayle Lindsey! Going somewhere, honey? Mind if a few hundred [illegible] trail along? Don't crowd there, O[illegible]!

Mmmm! Curvy Kevin Daley is getting up and that hound of a Rusty is busy with a shoe!

Need any help? Say, this dog's life is the cats! He even gets to help the gal get dressed!

Not so dumb, Rusty. Nobody could blame you for admiring all those nice soap bubbles.

Uh uh! Can't go in there! Why you cur, that's the gal's bedroom! Scram, pooch!

Oh for the life of a setter who's settin' pretty with a beaut!

Who said it's a DOG'S LIFE

FOR years the alleged tough life of the average dog has been the symbol for all that is deserving of sympathy. You know that old line people are always getting off, "It shouldn't happen to a dog!"

Well, it's a lot of canine propaganda! Their bark is worse than their life. Why, we know a setter who's sitting pretty with a delightful babe, but to hear him yelp you'd think he was down to his last biscuit, the dog!

Any guy would be glad to change places with this doggy character, who wags around under the name of Rusty. It shouldn't happen to a dog — it should happen to you — or you — or us. This wily Irish setter shares an apartment with tall, terrific Kevin Daley. What do you think of that? What's he got to whine about?

A suspicious cameraman shadowed this fugitive from a flea circus, to see just how tough this dog's life really is. He followed the hound through a typical day and was in a daze before evening. Here is the evidence, and if that's life in a dog house, put a collar on us, and we'll sit up and beg!

Rusty, the lucky dog, is luscious Kevin's only pet, and is he a hound for petting! He's around all the time — even when she takes a bubble bath, and helps her with her clothes. Only a cur would find fault with a routine like that!

We have an idea this mutt knows he has a good deal. He may be an Irish setter, but he looks as if he has some foxy hound in him too. But he ought to look sheepish. If he thinks that's a rough life! Need any help, Rusty? It's our night to howl!

Listen, you dog — pay more attention to the gal or let somebody take your place!

An apple a day ke

MIND ov

The doc
has a gal in
a france-some
hip? No, sis?
W o w!

eps the doctor away but a peach never will

2. "Now just a little shot in the arm to quiet her, and I'm master!"

3. "Now! Heh, heh! I prescribe that you kiss me! Mmm! What a job!"

BODY

EVER see a psychoanalyst do his stuff? Sometimes he uses hypnosis and can do wonders by putting a patient into a trance. But, brother, when he loses control — watch out!

Take the case of Doc Beck, who always considered himself the last word in "look-me-in-the-eye-and-do-as-I-say" circles. Well, the circles are under his eyes now.

Doc was sitting in his office practicing his glittering gaze when the door opened and an angel with a devil in her eye wiggled in. It was Lois Gates, and as you can see she's

4. "Well! I'm waiting!" (Please, doc, don't hurry her, the boys like the pose!)

Take a doc—a babe—shake well—and see what happens

6. "This is the end! How can I hold my head up after such a blow! I'll toe the mark after this!"

[illegible] go[illegible] I floor [illegible] baby? (Hate to tell you this, doc, but this baby just tripped, she hasn't fallen for you.)

Here's an impatient psychiatrist who lost all of his patients

7. "Oooowww! And I thought she was helpless. Please — spanking is old-fashioned psychology!

8. Ah, Ha! The tables are turned! It's no wonder, doc, she could put anybody in a trance!

enough to make any sawbones swallow his stethoscope.

The gal thought she needed psychoanalyzing, and the doc saw an opportunity to try a little hypnosis on her.

Well . . . what happened after that shouldn't happen to a doc! The medico attempted to hypnotize her and get her in his power, but luscious Lois refused to let him pull the wolf over her eyes, and well . . . the pictures tell it better than words. All we can say is, there's a moral to this story! No science is as strong as the hypnosis of a beautiful babe.

Here's GAMorous Myrna Deen ... her lines speak volumes!

Gorgeous Godiva

Isn't she devastating? Myrna Deen, the atomic platinum blonde, is not only luscious, but explosive too!

Statuesque Myrna Deen is more than a Godiva come to life again, she is the ideal of artists and sculptors with her generous curves, her full breasted beauty, and her Junoesque proportions. Because of her long, blonde tresses, Myrna is known as the Platinum Flash, and the baldheaded row has voted her the most tantalizing showgirl on the stage.

When this dynamic, voluptuous siren writhes into the spotlight and goes into her dance, every lush line of her superb body goes into action!

The look that thrills! That's not the cold shoulder you're getting, boys!

BEDROOM

Tired and sleepy, lovely Nita Neilson is restive because she hasn't changed her position.

Do you thrash around in bed, kicking the covers off and ending up in a position that looks as if somebody used you as a model for a pretzel? What are you worrying about? That's what you're supposed to do

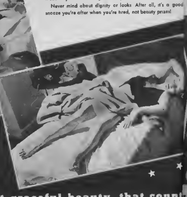
There's a mistaken idea going around that the guy or gal who sleeps in one position all night and never disturbs the covers must be having a perfect night Wrong again. It's impossible to rest all the muscles and joints of the body while lying in one prone position. The precision sleeper may be easier on the housekeeper, but he is not getting the relaxation that the crawling, plunging snoozer gets.

Many a person has looked at the bed in the morning – and it did resemble a battlefield, and immediately started to worry – and actually feel deprived of health-giving shut-eye And of course has envied the so-called lucky ones who get up in the morning leaving a bed so neat that it's difficult to tell that anybody has used it.

Research in sleep patterns has proven conclusively that the roaming sleeper, the bedroom windmill, gets the real relaxation, while the quiet, decorous sleeper does not. And it also appears that in order to soothe and revive all parts of the body, that five basic bed positions are required, and that the normal sleeper will assume these positions without realizing it

Nita Neilson, lovely blonde model, depicts for our readers the five scientifically established positions necessary for complete bed rest, as decided by exhaustive tests under every known sleeping condition Men and women were observed in sleep, just as you are noting Miss Neilson's pose in bed Note that lovely Nita arranges herself for complete comfort rather than beauty Each of these positions was carefully prearranged to fit the scientific pattern for restful sleep So, girls and boys, study the pictures well You may not look your very best like this, but you'll be doing some powerful sleeping So flail your arms and churn with your legs Thrash around the bed as much as you like – it's good for you!

Never mind about dignity or looks After all, it's a good snooze you're after when you're tired, not beauty prizes!



The sleeping beauty starts to assume a new position to rest other parts of her body, and sleep tightly.

It's getting shuteye that counts, not the looks. Nita is having a good stretch as she sleeps.

It's comfort, not graceful beauty, that count

MANNERS

Crawling squirming sleepers get more rest than quiet ones

Face down, with blonde hair tousled, Nita sleeps and dreams in sprawling comfort.

Knees drawn up, and covers discarded, the girl is deep in sweet dream

hen you snooze

ASSORTED Sweets

Now, here's our idea of a winning candy-date! It's dark-eyed Dee Robbins, five-foot-four of Latin loveliness.

Take your pick of these bon bons boys -- top flavorites in the honey parade

Maria Rohan is saucy enough for a Sundae—or Monday—or any other day, eh gents?

A double order of Barbara Vance, please! Boys, here's a treat that's mighty sweet!

How STRIPPERS are Hired

This Jessica Rogers kid, she's got the gems what em, believe me, boys!

* * *

I'm tryin' to get a drink of water, see? An' the chick is still undressin'.

Gals pay dough for clothes and he pays 'em to take 'em off

WOTTA life! All day long a flock of dames traipses through my office, sheddin' clothes all over the joint. How's a guy to get any work done? Like yesterday . . . I was tryin' to finish a crossword puzzle an' in walks Jessica Rogers. Did I say, walks? Well . . . she wiggled in — and before you could say "naked truth", she's into a routine of bit by bit takin' off soft garments, hummin' a tune the while. Now I never could concentrate while somebody's hummin', even a chic chick like Jessica And what's she want? A job takin' off her clothes to music. So . I hire her, but it's five P M before I finish that puzzle!

This gal is like to catch pneumonia goin' around like that. Funny, but I seem to feel very warm!

Not a bad built, kid. Not a bad built!

Okay baby — sign on the dotted line—you're hired.

BLONDE BOMB

EVER meet a girl with "zing"? You know, you meet a lot of gals, and some are kinda cute blondes or brunettes, with pert noses or nice slim shafts, but they're soon forgotten when the next babe ankles into sight.

Then all of a sudden — WHAM! The girl with almost too much of everything bursts into your life, and all the other babes look like pale imitations beside her! That's Trudy Wayne, gang. Easy, now! Don't crowd! Sit still and we'll tell you all about her.

Trudy Wayne, known as the "Queen of Zing," exploded on Broadway a couple of show seasons ago, and the blasé street still has her smoke in its eyes. Up to now, however, little has been known about the off stage Trudy. Come a little closer, boys, and get the low down, but don't tell anybody — this is private!

This Wayne Charmer is like that babe who used to live next door to you — only with that zing we mentioned. Just as cute, and twice as dangerous.

She's friendly and easy to talk to, and would just as soon share a movie and a hamburger with a boy friend as arm-and-arm it with some big wheel to the expensive night spots. But . . . the movie's got to have a heavy love

It don't mean a thing, if you ain't got that zing! Trudy Wayne has it, and more, eh gang? Doesn't she pitch a mean curve?

She's got some Zing for the boys

Shhh! She's tired! Quiet, men
and she'll stay in

Zing! go our heartstrings when the Zing Girl goes into her routine to swing!

SHELL at Home

interest, with plenty of clinches — close up, too. Trudy's the same about books. She likes 'em, but they've got to be loaded with love.

Though she's too busy with show business to be a home gal, Trudy can make with the pots and pans, and if she tripped into your kitchen she could rassle up a bowl of chili even hotter than her strip routines

Trudy's only expensive habit is phonitis — the urge to call people up at all hours of the day and night. Yeah, it may be expensive, but she can call us any time she wants to!

A late sleeper, Trudy favors short nightgowns, and even though she sleeps with the windows wide open, she can't stand covers. She wakes early and gets right up — and eats a tremendous mess of ham and eggs She also sings in the bath tub

She's a swell sport who enjoys a joke on herself, just like that gal you know — and besides, she's loaded with that thing called 'Zing"!

Lucky mirror! And it doubly proves that Trudy is luscious and lovely

Oh, oh! That phone again. Say! Won't it be great when they perfect that telephone television?

Three gilt edge lovelies who are guaranteed to bear Interest

Brunettes Preferred

She's cute, Martha Lade — Like that slim waist, men? It's 23 inches small!

Joan Anders rates a second and third look. Why not? Did you ever see such a tantalizing figure?

A jungle cat captures a mate in a thrilling dance!

DANCE of the LEOPARD

THE taming of the female leopard by the male is the subject of the most terrific dance seen on Broadway in years. Betty Dougherty and Jean LaVerne using the crafty, feline movements of the most savage of the jungle cats capture the grace and the fire of this superb animal. The dance starts with the male surprising and seizing the leoperdess. She alternately tries to escape and turns and claws her captor. The movements rise in fire and emotion until the leoperdess is subdued — and surrenders to the male.

Caught! The leopard has struck, and seized the female.

The leoperdess first tries to escape, but then turns on the male with murder in her eye!

The leopardess weakens — or, is this rise way of all females, to allow the male to think he is the master?

female jungle cat gradually stops fighting, carefully [illegible] graceful, meanwhile.

Captured and defeated, the leopardess collapses. Or may be she wanted it that way!

BUBBLE GUM Baby

Such a brave girl! Trying to scare the boys, Sunny? Kinda hard to pry attention to the bubble, eh boys?

Well, pop my gum, Rollo, if it isn't Sunny Brooks, the gal we're stuck on, all stuck up.

Oh, lucky bubble! But, careful, Sunny, honey — you look cute but you're blowing up trouble with that bubble!

Gosh, that bubble's getting bigger and bigger! Something's going to happen!

HEARD of bubble gum, chum? It's the latest fad, and everybody's doin' it—chewin' it, that is. But you've gotta handle the stuff with care—it's dynamite! Cute little model, Sunny Brooks dropped into the studio and gave us a blow by blow demonstration of how to handle the gummy bubbles. Take a look, and learn, boys, and, Sunny rates a look too!

Hey! Run for the hills! This bubble baby's gonna bust!

Wham! There it goes! We coulda told you that would happen!

You might as well surrender to these sultry sirens, boys, they're irresistible

CALL of the WILES

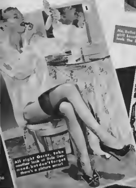
Study the hypnotic charm of luscious Pat Brier. We don't blame you if you fall a willing victim to this shapely siren's bewitching figure

Soft furs accentuate the tall, blonde lovely, Mona Loree.

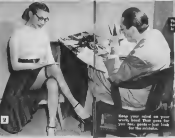
FILM FAULTS

Here's a chance to check your EYE-Q

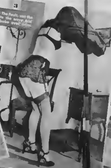
BOYS, do you like to play with girls? Here's a cutie pastime that's all the rage—and it's good clean fun too The rules are simple There's something wrong with each picture Can you discover the picture errors? The answers are on the next page. Remember—no cheatin' Okay, good luck and good lookin'



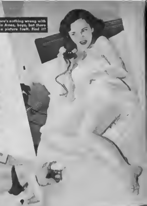
All right Oscar, take another look at Dale Desmond, but don't forget there's a picture error!



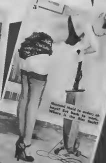
Keep your mind on your work, boss! That goes for you too, gents—just look for the mistake.



No, Rollo! The fault, not the girl! Locate the error, did look the babe over!



There's nothing wrong with Lois Ames, boys, but there is a picture fault. Find it?



Mmmm! Maid to order, eh boys? But back to work. Where is the film fault?

★ ★ ★ ★ ★ ★ ★

Now You Know

1. Gal is wearing two different shoes.
2. Steno has one short sleeve.
3. Middle part of table leg is missing.
4. Telephone wire is cut.
5. Vacuum cleaner plug not connected.

★ ★ ★ ★ ★ ★ ★

Margie Pemberton gets comfy, to read the latest Whodunnit.

WHODUNNI

Eeeeeek! Margie was so frightened by the villain she bounced right off the sofa! Want somebody to hold your hand, baby?

ARE you a Whodunnit fan? Some doctors maintain that the chills and hair-raising shivers induced by reading mystery stories can be very dangerous Better be careful! Look what one of these spine tingling stories did to lovely model, Marge Pemberton, who agreed to tackle a real chiller at midnight, to see what would happen — and look what happened! Take our advice kiddies, and the next time you feel in a mystery mood, just go to the movies and hold hands — it's safer and more fun.

"Brrrrrr! It's creepy in here! I'd better take a look around!"

T?

Take a cute chick—give her a thriller to read—and anything can happen!

"What's that? Who's there? Is there a cur in the house? I'll protect myself with this knife!"

It was all a bad dream! Lovely Margie would rather have a boy friend than a book!

Officer call a cop, baby needs help!

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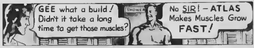
Voila

Here's a bit of gay Paree transplanted, Monsieurs! Petite Marie Moyer, late of the Folies Bergere, has that flirty look. When's the next boat, Pierre?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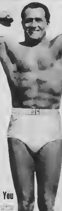

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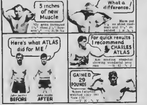
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John Jacobs BEFORE

John Jacobs AFTER

Am sending snap-shot showing wonderful progress. —W. G., N. J.

When I started weighed only 141. Now 170. —T. K., N. Y.

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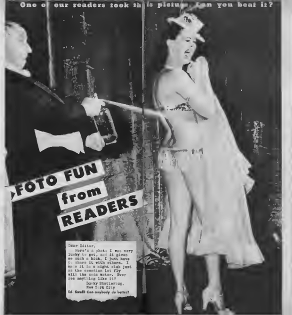

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Dear Editor,
Here's a photo I was very lucky to get, and it gives me such a kick, I just have to share it with others. I made it in a night club just as the comedian let fly with the soda water. Ever see anything like it?

Lucky Shutterbug,
New York City

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Chic Chick

She's blonde, alabaster skinned, and slimly curvaceous! For further data, we give you these facts: Name, Claire Cheret; age, 19; height, 5:11; bust, 35; waist, 25; hips, 36. Sum total—Wow!

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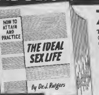

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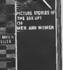
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Dear Editor,

May I congratulate you on the collection of beauty that graces your pages—and at the same time register a complaint?

All of your lovely girls would be more beautiful if they had gorgeous long tresses.

It becomes more difficult daily to find a woman with long hair, and more and more girls are getting shorn. It is disgraceful! I depend on you to keep me supplied with pictures of damsels with long tresses.

J. W. C., Los Angeles, Calif.

Dear Editor,

I thought hazing in college had been abolished? Isn't it forbidden? It should be, and believe me I speak from painful experience!

I was delighted when I was pledged by a good sorority, but delight changed to horror when at my initiation I found myself across the knees of an upper class girl who swung a stinging paddle forty times across my spank spot! I'm furious—and suffering! Isn't this practice forbidden?

Barbara McM., Chicago, Ill.

Ed. Some colleges still permit paddle hazing.

Dear Editor,

I don't want to sound complaining, because I think your magazine is swell, but isn't it possible to have more pictures of girls with both gloves and high laced boots? That is my ideal and I maintain it is the ultimate in female adornment. The gloves should be long, and the boots should be high and laced tight! Please run a picture like that!

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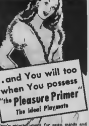

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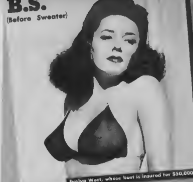

Evelyn West, whose bust is insured for $50,000

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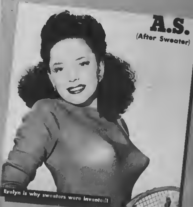

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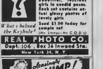

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5 ft. 1 in.	122	[illegible]
5 ft. 2 in.	124	130
5 ft. 3 in.	127	133
5 ft. 4 in.	131	136
5 ft. 5 in.	134	140
5 ft. 6 in.	138	144
5 ft. 7 in.	142	148
5 ft. 8 in.	146	152
5 ft. 9 in.	150	156
5 ft. 10 in.	154	16[illegible]
5 ft. 11 in.	157	168
6 ft.	161	175
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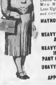

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